



**FOR IMMEDIATE
RELEASE**

BANDAI NAMCO ENTERTAINMENT OPENS NEW MOBILE COMPANY – BANDAI NAMCO MOBILE

Lyon, FRANCE – 31 July 2019 – BANDAI NAMCO Entertainment (BNE) today announces the creation of a new company in Barcelona, focused on the development and marketing of mobile entertainment outside the Asian market, BANDAI NAMCO Mobile (BNM).

Focusing on growing the mobile business within the Network Entertainment Unit within BANDAI NAMCO group, the new company will unify the overseas mobile development and marketing efforts, allowing for more flexible and collaborative content creation and marketing activities for western audience.

“Setting up a separate company for all our western mobile development and marketing allows us to react better to market tendencies and create higher quality content at a faster pace, as part of our long term vision for the business.” commented Naoki Katashima, CEO of BNE Europe, BNE America, and BNM, “We hope you look forward to great entertainment delivered by BANDAI NAMCO Mobile.”

“The choice to settle in Barcelona was not a difficult one,” noted Tatsuya Kubota, COO of BNM. “The city is not only one of the most beautiful cities in the world, it’s also the hotbed for international video game development and home to the best talent the mobile industry has to offer.”

BANDAI NAMCO Mobile will open its doors in early 2020, while the recruitment will start in the coming months.

For more information regarding Bandai Namco Entertainment please visit:

<https://www.bandainamcoent.com>, or follow us on Facebook at

<https://www.facebook.com/BandaiNamcoEU>. Join the conversation on Twitter at:

<https://www.twitter.com/BandaiNamcoEU>.

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About BANDAI NAMCO Entertainment Europe S.A.S.

BANDAI NAMCO Entertainment Europe S.A.S. part of BANDAI NAMCO Holdings Inc. is a leading global publisher and developer of interactive content for platforms including all major video game consoles, PC and mobile. The company is known for creating and publishing many of the industry's top video game franchises, including PAC-MAN™, TEKKEN™, SOULCALIBUR™ and DARK SOULS™ as well as new franchises such as LITTLE NIGHTMARES™ and THE DARK PICTURES ANTHOLOGY.

About BANDAI NAMCO Entertainment America Inc.

BANDAI NAMCO Entertainment America Inc., part of BANDAI NAMCO Holdings Inc., is a leading global publisher and developer of interactive entertainment for all major video game consoles, iOS, Android, and online platforms. The company is known for creating and publishing many of the industry's top video game franchises including PAC-MAN®, GALAGA®, TEKKEN®, SOULCALIBUR®, and ACE COMBAT®. BANDAI NAMCO Entertainment America Inc. is the premier publisher in the Western hemisphere for anime based video games including NARUTO SHIPPUDEN™, DRAGON BALL Z®, and ONE PIECE®. More information about the company and its products can be found at <http://www.bandainamcoent.com> or www.facebook.com/BandaiNamcoUS.

For more information please visit www.bandainamcoent.eu

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